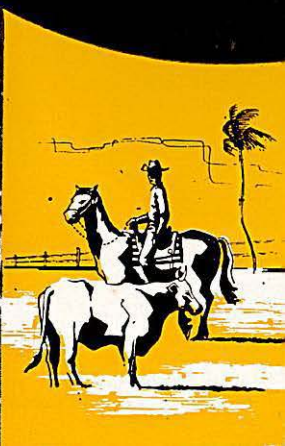
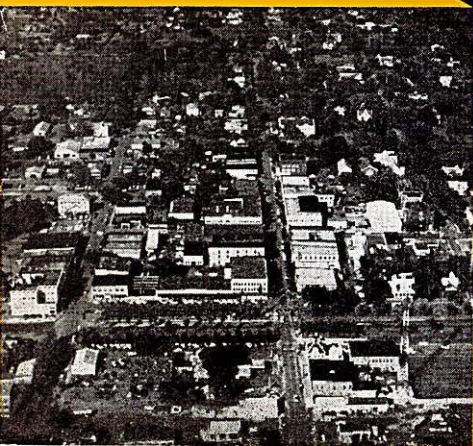




A city of Character
in a land of Beauty...

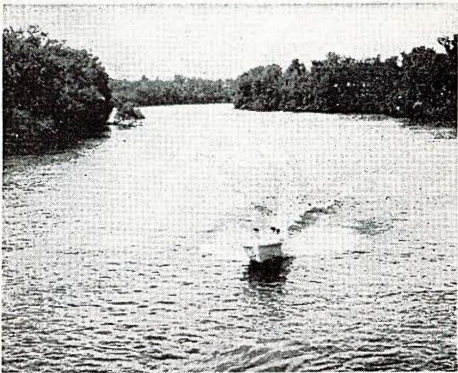
Arcadia in

De Soto County
FLORIDA



Build your Florida Future in Arcadia—Land of Contrast

Boating on beautiful Peace River at Liverpool, 3½ miles from Ft. Ogden, 12½ miles southwest of Arcadia, in DeSoto County. Good fresh and salt water fishing at all times.



DeSoto Medical Building: offices and consulting rooms of several doctors.

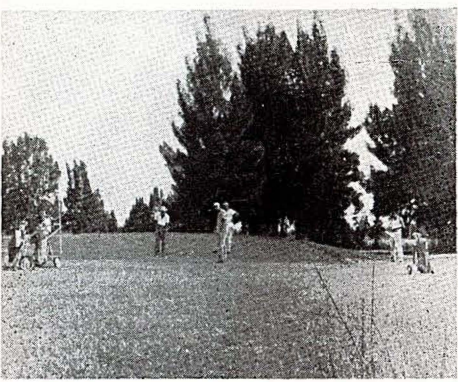


DeSoto County Court House, built in 1913, one of the South's most beautiful court houses. Located in the heart of Arcadia.

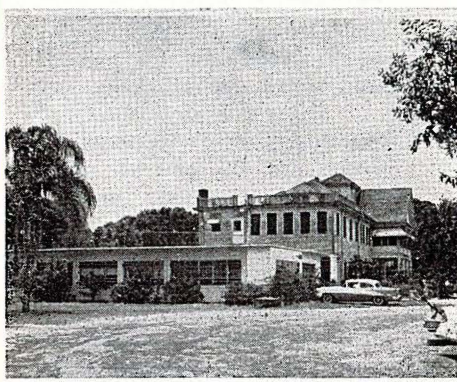


Arcadia and DeSoto County offer much that can not be found elsewhere in Florida. The superb climate, the reasonable costs and the unexcelled opportunities for growth and development should appeal to all. There is an exciting life here for retired people who want to relax and enjoy life. There is opportunity for those who want to build. So whether you want to work in pleasant surroundings, take a hike in the woods, go fishing or simply soak up the warm Florida sun . . . come to Arcadia.

Municipal Golf Course: semi-private, daily fee course. 1 mile north of Arcadia on U. S. Highway No. 17.



Arcadia General Hospital. A 74 bed hospital, operated by a non-profit corporation. Serving DeSoto County citizens.

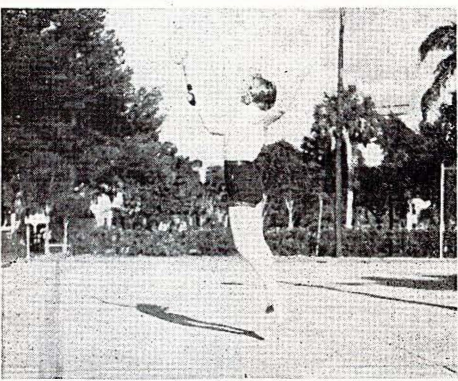


Arcadia City Hall. Built in 1925. Spanish style architecture, in a well-landscaped setting of palms and oaks.

Modern ranch type house and well landscaped yard, a popular and common sight in residential Arcadia.



Tennis courts, in McSwain Park, on U. S. Highway No. 17, one block from DeSoto County Court House.



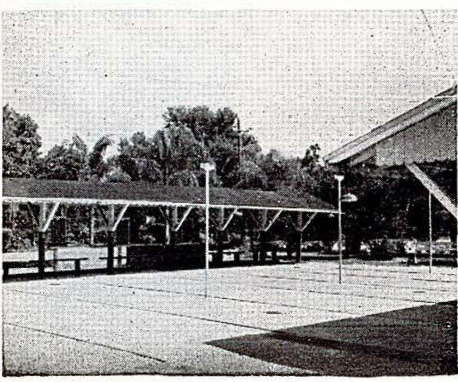
One of the many beautiful churches of Arcadia.



A beautiful colonial style home, built in the early days of Arcadia, still as beautiful and useful as ever.



Shuffle board courts in McSwain Park on U. S. Highway No. 17. One block from Court House.



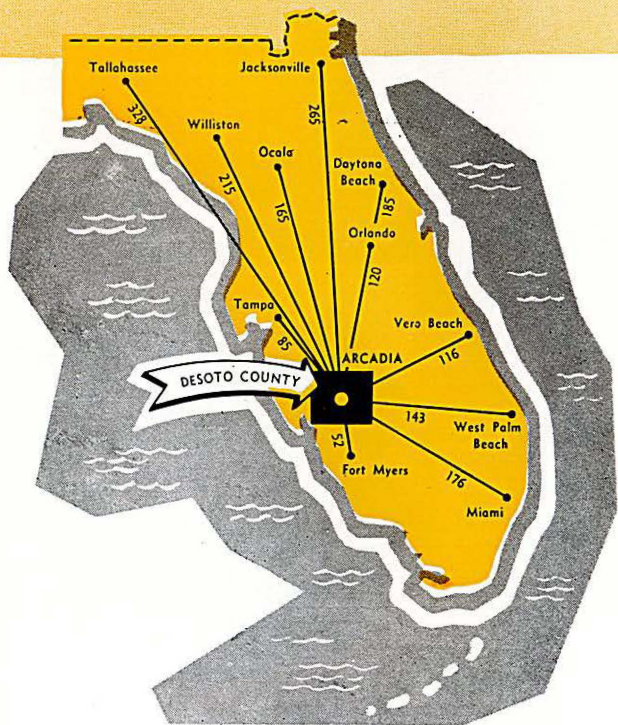
Office of Arcadia's newest industry. Manufactures public utilities transformers. Furnishing employment to several hundred the year round.



Arcadia Post Office. Built in 1936. Serving Arcadia and rural DeSoto County with daily mail delivery service.



Florida Living...Unlimited... from De Soto County...



Arcadia and DeSoto County are attractively located. We have no coast line so land is reasonably priced . . . yet in less than an hour you can drive over a broad highway and be relaxing on the Gulf of Mexico. In fact, almost all major Florida attractions can be reached in less than two hours. Thus you secure all the advantages of living in a reasonably priced area with none of the disadvantages.

Arcadia has a delightful climate. The average year-round temperature is 72.8 degrees and rainfall averages an abundant 50.66 inches.

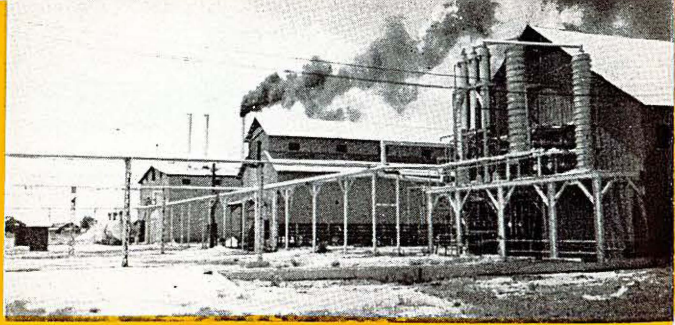
Arcadia and DeSoto County are the cross-roads of south Florida and are served by several major highways, two railroads, and national bus line. It is easy to reach DeSoto County; Not many find it easy to leave.

Churches of practically all denominations are found in Arcadia and DeSoto County and the school system compares favorably with any in the state. Our ideas on raising children may be a little old fashioned, but we have no juvenile delinquency and a very low crime rate. DeSoto County is served by the Arcadia General Hospital, fully staffed with nurses and excellent doctors. Telephone and electric service is available everywhere. We support a newspaper and a radio station. Taxes are low and all permanent resident home owners qualify for the \$5,000 homestead exemption.

It may seem a small matter, but there are few flies or mosquitoes in DeSoto County. This statement will assume more importance once you've talked with folks living on the coasts.

Business opportunity is everywhere in DeSoto County. The soil is wonderful for citrus or vegetables. Grass is abundant for cattle. Small industries are finding here the advantages of a large labor supply, ready markets and a favorable climate toward business. If you want to grow, build or sell anything . . . you'll find Arcadia and DeSoto County offer the finest opportunities in Florida.

There is an abundance of recreation; boating, fishing and water sports of all kinds are right at hand, on the Peace River and the many nearby lakes; shuffleboard courts are numerous; 9-hole golf course is open to all; tennis is very popular. Hunting is good in season and there are waterways for all. You'll particularly enjoy the All-Florida Rodeo which attracts thousands every Fourth of July. This is a real Rodeo featuring Florida's working cowboys who know their business. It isn't like Hollywood, but it is your opportunity to see a real rodeo. Another popular event is the annual DeSoto County Fair which gives you a sweeping view of the true Florida.



New industrial plant at Nocatee, 4 miles south of Arcadia. Manufacturers and distributors of steam distilled turpentine, pine oil, and FF wood rosin. Employing several hundred persons.



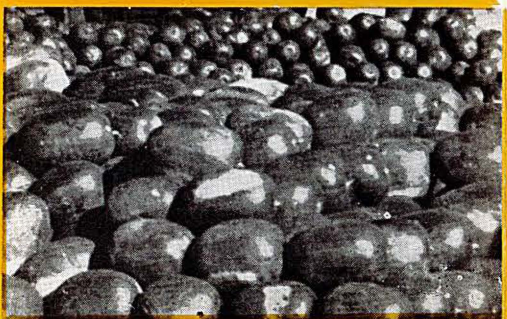
Arcadia livestock auction market, STATE OWNED. Auction sale of livestock every Wednesday afternoon.



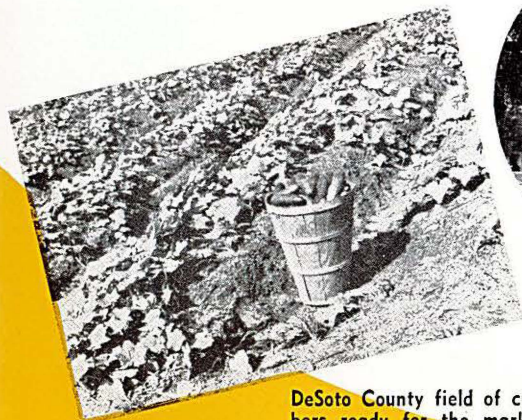
A DeSoto County poultry scene. Poultry farming is a popular and profitable industry in DeSoto County.



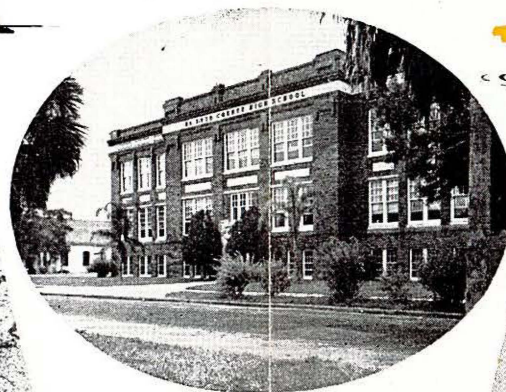
Picking oranges, a common sight in DeSoto County during fruit harvesting from November through May.



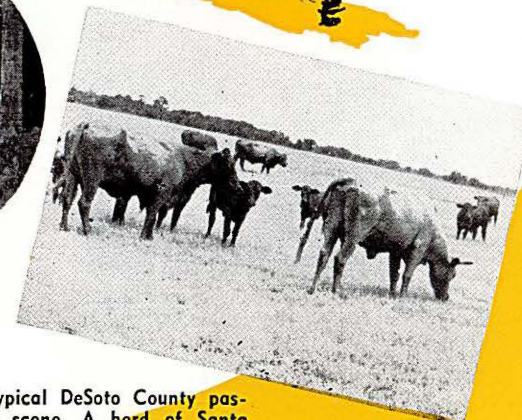
DeSoto County watermelons. Ready for shipment to all points of the compass, usually the first watermelons on the market.



DeSoto County field of cucumbers ready for the market; a successful truck crop and a money maker in this area.



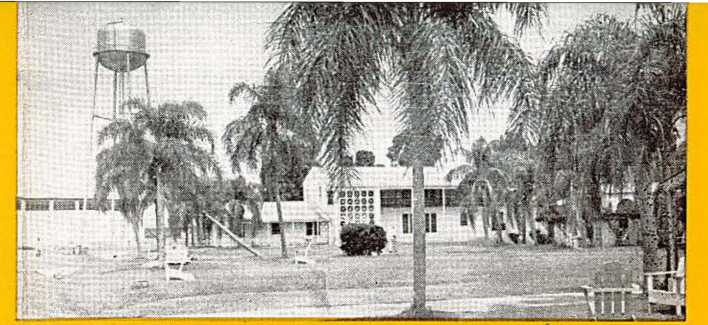
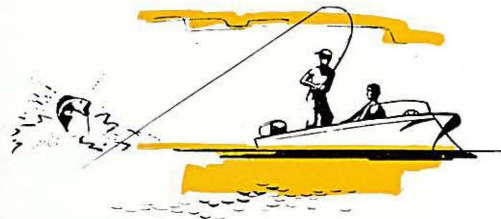
DeSoto County High School, accredited, well staffed with efficient personnel and a complete educational program.



A typical DeSoto County pasture scene. A herd of Santa Gertrudis, one of the many breeds raised in DeSoto County.

Every good thing that *Florida* offers is here in abundance

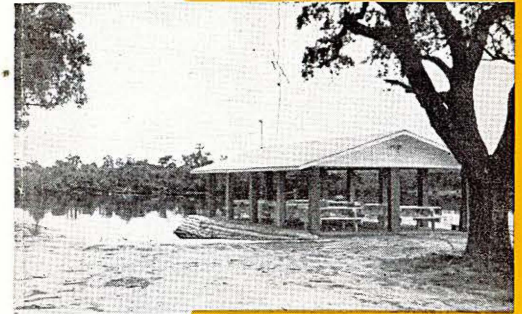
Nowhere in Florida will you find such a charming mixture of the Old and New South as in DeSoto County. For dynamic business and population growth has not disturbed the traditionally gracious way of life which has its roots deep in the antebellum days. Many new industries have moved to Arcadia and DeSoto County, but we still tend to count our wealth in Nature's gift of citrus, vegetables, cattle and poultry. We live close to nature and have an enduring appreciation of the luxurious tropical beauty around us and the genuine friendships which come so easy when people are engaged in worthwhile enterprises. Arcadia has its own personality and we realize that we will not appeal to all. But to the hundreds of thousands who yearn for a return to the true art of living, who want room to grow in and who seek the constant sunshine of Florida . . . we invite you to visit Arcadia and DeSoto County. You'll like us and we know we will like you.



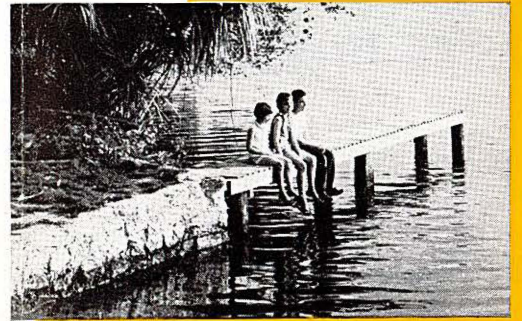
G. Pierce Wood Memorial Hospital. A state hospital for mental patients. Employing about 600 persons the year round.



Lettuce Lake. In DeSoto County, 3 miles southwest of Ft. Ogden. Popular for boating, fresh and salt water fishing.



Picnic facilities and boat launching ramp. DeSoto County Recreational Park at Liverpool. 4 miles southwest of Ft. Ogden.



Peace River at Liverpool. DeSoto County Recreational Park. Excellent fishing, salt and fresh water. Boating and skiing.

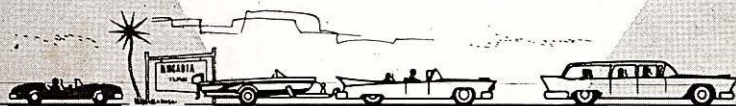


Arcadia's newest development. Homes for all age groups—growing families, and folks reaching retirement age. A good place to live the year round.

Florida

Living gets better each year

in Arcadia and De Soto County



De Soto County...
Chamber of Commerce
Arcadia, Florida